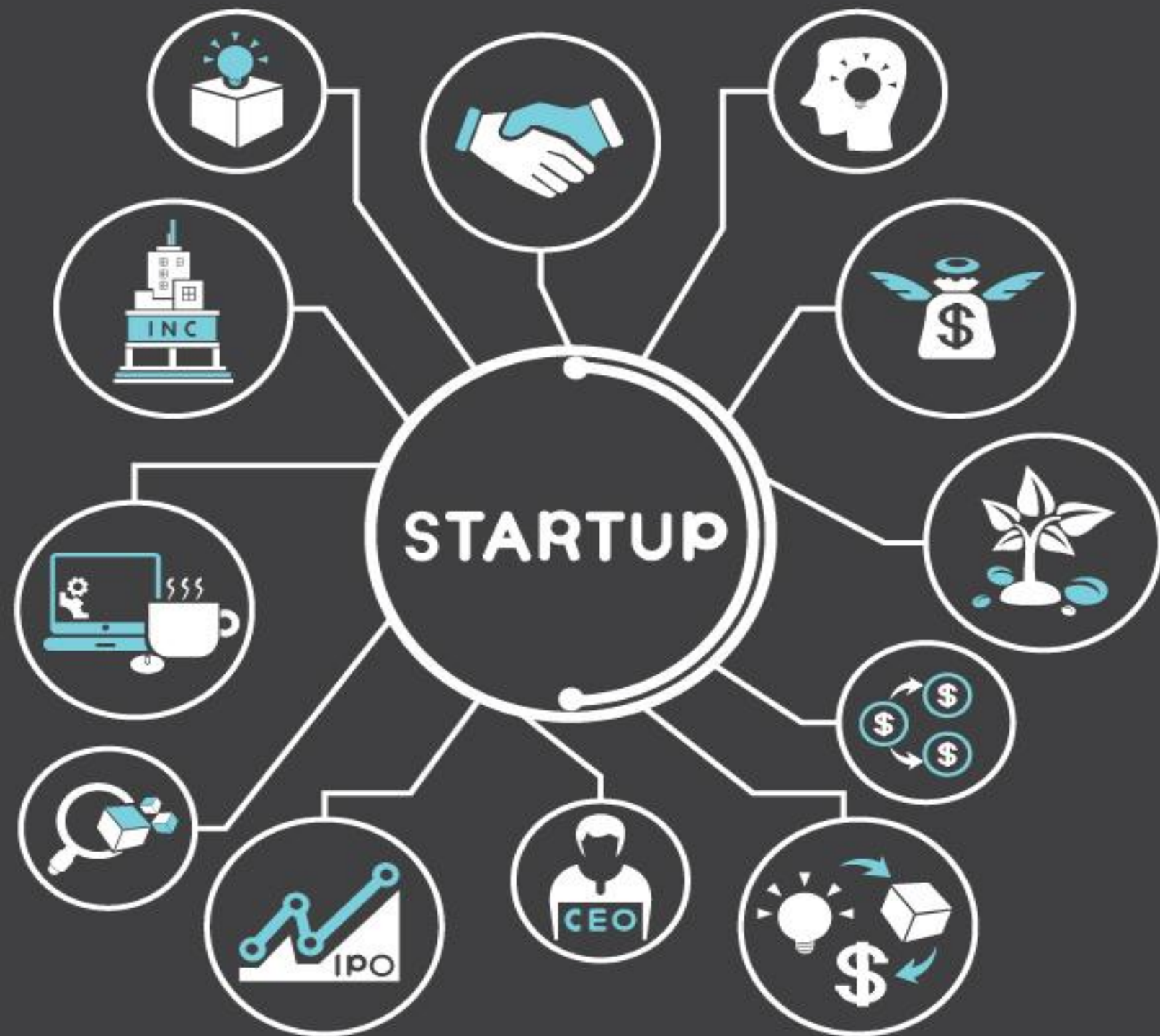


# How to build a successful startup

## Hiring the perfect team



## **How to Build a Successful Startup? Hiring the Perfect Team**

Every entrepreneur should know that starting up a new business is a difficult task. It requires proper research regarding demand in the market place. Then it needs a proper strategy that would entail the plan of attack (i.e. how you will bring the brand in the market), competitors and much more. Hence, a good place to start with it is through the people around you. A good idea does get things in motion, but most importantly, it is the team that you hire that would make it either a failure or a success. In order to ensure the hiring of a perfect team, it is best to mind these five tips:

### **1. Know your weakness**

Whether you are a sole proprietor or even if you have partners, it is very important to know your weaknesses and then fill in the positions that do not cover your strengths and skill sets. For example if you and your co-founders are technology experts, but lack the skills to procure raw material; you will need to hire people for that first. Realizing these needs will help you a lot down the road.

### **2. Lean on your contacts**

It is not just the people that you hire who are important to your business' growth. But your success also depends upon the friends that you have outside your company. Advisors, mentors and board members are always there to guide you personally and professionally. Hence, if you ever run into a problem that your employees or resources are unable to solve, you can always rely on the contacts that you have outside the office.

### **3. Get creative when hiring**

You have got a network outside the office, but when it is time to find the people who will help you on a daily basis to ensure the success of your business; you would want to find the people whose psychology matches that of your company. In order to do so, make a list of professional skills and personality traits that you want incorporated in your team and then actively seek them out in your potential employees.

### **4. There is no "I" in a team**

As you begin recruitment and selection, fitting the key players in the right places, you need to make sure that the team can work together for the greater good. This is because in a start-up, people move around quickly and it is very important for people to shift gears quickly to ensure that they do not freeze when chaos strikes.

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